This Way to Sustainability Conference
Volunteer Position Description

POSITION: Marketing Volunteers
(8-10 volunteers + 2 leads)

Timeframe: February through dates of conference

DESCRIPTION:
Under the direction of the lead conference coordinators, reach out to the campus & community to bring recognition, awareness, and participation to the conference. You are encouraged to use your creativity and suggest new marketing ideas.

TASKS:
- Poster Distribution:
  o Distribute posters throughout downtown Chico, the Chico State campus, and the greater Chico community
  o Talk to business owners and remind them of how great and important the conference is
- Community Outreach
  o Connect with other campus representatives to spread the word about the conference and get other students involved
  o Talk to classes – spend a few minutes before class starts to remind students about the conference
  o Talk to teachers – Let teachers know the importance of the conference and find out if they can offer extra credit towards students for attending or volunteering or incorporate the conference into their course curriculum.
  o Name Drop – Drop the conference name like it’s your job. Talk about it to whomever, whenever you can. Word of mouth marketing is the best!